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Executive Registry
81-131/1
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81-1513

July 16, 1981

8/1/81
81-8027

Honorable William J. Casey
Director of Central Intelligence
Washington, D.C. 20505

Dear Mr. Casey:

As Chairman of the 1982 Combined Federal Campaign, I would like to request your Department's participation in the Campaign's Loaned Executive Program. Your provision of Loaned Executives last year helped the 1981 Combined Federal Campaign surpass previous fundraising efforts.

The Loaned Executives support the campaign planning and operation in each organization of the Federal Government. In the seven years that they have participated in the Combined Federal Campaign, campaign production has improved markedly and the Loaned Executives have been able to sharpen their overall management skills. After a brief, intensive training period, they begin to work immediately with high level Federal officials throughout the National Capital area. Their prime responsibility is to get the commitment of department/agency leadership to the objectives of the Combined Federal Campaign and to achieve its goal through well planned and executed strategies.

I hope that you will assist us again by loaning us, on a full time basis, two of your mid-management staff and provide us with the names of your Loaned Executives by July 31, 1981. The assignment will begin August 11 and end November 30. Please send their names, office addresses, and telephone numbers to William A. Schaeffler, Director, Combined Federal Campaign, 95 M Street, S.W., Washington, D.C. 20024, with a copy to me. The enclosed Loan Executive Job Description describes the type of individuals we need.

With your help, I know we will be successful in breaking last year's record.

Sincerely,

Secretary of Commerce

Enclosure

83-1513

Combined Federal Campaign

Loaned Executive Job Description

The Loaned Executive Program was authorized in a Presidential memorandum to department and agencies dated March 3, 1971.

A Loaned Executive is a person from mid-management who has the ability to work effectively with volunteer leadership in an administrative and operational capacity; a dynamic individual who is a self-starter and motivator. The individual selected should be capable of assuming a high degree of independent responsibility. He or she is the type of person an agency would wish to have as its representative to other government organizations.

The Loaned Executive is loaned by his or her employer to the Combined Federal Campaign for a full time campaign assignment for approximately 15 weeks (mid August - late November). Following an initial intensive period of orientation to the CFC and training in effective campaign techniques, each Loaned Executive is assigned responsibility for campaigns in several agencies. Within these agencies, the Loaned Executive's aim is to achieve whatever changes are necessary to make each agency's campaign more effective. The Loaned Executive's duties include the following:

1. Review and analyze each assigned agency's previous campaigns: determine strengths, weaknesses and areas for potential improvement.
2. Maintain contact with each agency's Vice Chairman and/or Coordinator throughout the campaign.
3. Assist in the establishment of each assigned agency's goal.
4. Participate in keyworker training, employee rallies, group solicitation, meetings, etc.
5. Follow through with all assigned agencies to completion of their campaigns.
6. Submit evaluations of the following aspects of the overall campaign:
 - a. Loaned Executive orientation and training
 - b. The role of the Loaned Executive
 - c. The overall CFC campaign plan
 - d. Performance and support of the CFC staff

All Loaned Executives will receive continuing on-the-job training and supervision from the CFC professional staff. Out of pocket transportation and other approved expenses incurred by Loaned Executives are normally covered by the Loaned Executives' employers. The CFC can assist in covering expenses in special situations.

The performance of all Loaned Executives will be assessed by the Combined Federal Campaign staff leadership and reports of each Loaned Executive's experience will be shared with his or her agency.

U. S. DEPARTMENT OF COMMERCE

The Secretary of Commerce

Washington, D. C. 20230

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Director of Central Intelligence
Washington, D.C. 20505

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